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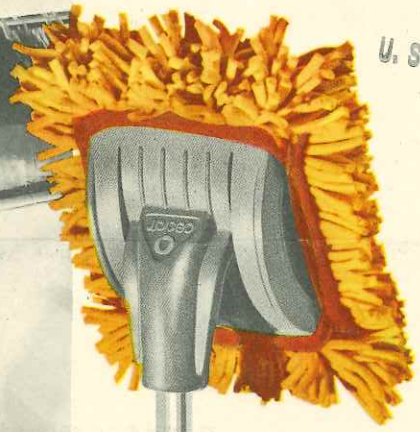
TESTS PROVE CAR OWNERS WANT THE

new improved O cedar CAR WASHER

LIBRARY
JUN 24 1955
U. S. PATENT OFFICE

Rust-proof aluminum handle guides steady stream of water to car surface to quickly flush dirt away.

Long 48" aluminum handle and large cellulose pad enables user to clean hard-to-reach places easier and faster. There is no bending or stretching.



WASHES AND DRIES REALLY CLEAN IN 20 MINUTES

EXCLUSIVE FEATURES MEAN BIGGER PROFITS FOR YOU

1. Scrubbing action of big cellulose yarn pad and constant flow of water loosens dirt easier and faster. Rinsing action floats dirt away.
2. Exclusive "rubber hand" bends, flexes and conforms to every car contour. Fits easily into tight "hard-to-get-at" surfaces. No cut hands from grilles or license plates.
3. Scrubs wheel rims and tire walls sparkling clean. No metal parts—can't scratch finish or chrome.
4. Wipes dry like a chamois. After rinsing, the big pad can be wrung out and used like chamois to dry all surfaces quickly.

TO HELP YOU CASH IN ON THE "DO IT YOURSELF" TREND... NIGHT TIME TV SHOW "MEET MILLIE" PRE-SELLS YOUR CUSTOMERS

WATCH FOR IT ON THE CBS NETWORK, TUESDAY 9 PM, EST

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SEE OTHER SIDE FOR PRICE DATA

MORE USES...MORE SALES

new O cedar CAR WASHER

WORKS WONDERS ON OUTSIDE HOME CLEANING JOBS, TOO!

Cleans Windows
Washes Woodwork

Washes Awnings
Scrubs Porches and Stairs

Detach

SALES TESTED

RECENT STORE TESTS UNCOVER BIG O-CEDAR CAR WASHER MARKET

Now...you have *proof* that the new *IMPROVED* O-Cedar Car Washer will sell. In market after market, wherever the new Car Washer was tested, large numbers of car owners expressed enthusiastic approval for the *only* car washer that washes *and* dries in 20 minutes. Excellent sales were made *without* any advertising or promotional push. To stimulate an even *greater* demand, night time network TV advertising is now scheduled to reach millions of car owners (hundreds in your own neighborhood), pointing out the exclusive features and improvements. Get set now!

AUTOMOTIVE DIVISION
W-1 PRICE LIST

Retail Price.....$6.95
Retail Price of Refill.....$3.25

MODEL NO.	NET COST PER DOZ.		SHIPPING WEIGHT PER CASE	
	DOZ. PACK	½ DOZ. PACK	DOZ. PACK	½ DOZ. PACK
17	$33.36	$33.62	19 lbs.	10 lbs.
17R	15.60	15.60	4 lbs.	2 lbs.
EXTRA HANDLES	6.00		6 lbs.	

TERMS: 2% 10 days from date of invoice, 30 days net. Full freight prepaid on shipments of 100 lbs. or more in full cartons. Prices, shipping weights, terms of sale, product listing and packaging subject to change or withdrawal without notice.

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SPECIFICATIONS

MATERIALS—"Rubber Hand" resists grease and dirt. Patent Pending. Cellulose Yarn is made by DuPont of a special cotton material covered with cellulose sponge. Cellulose yarn rinses clean of grease and dirt, doesn't sour, can't tangle or snarl, leaves no lint. Saran plastic center on pad is unaffected by dirt and grease, doesn't shrink, has high tensile strength for longest life.

CONSTRUCTION—Cellulose yarn is sewn to preshrunk cotton tapes, then stitched to Saran plastic center. Pad pockets are formed by stitching tape to tape. All seams are double sewn for greatest strength.

DIMENSIONS—Pad is 8 inches long, 7 inches wide. Handle is 48" long and is constructed of non-rust aluminum, solid brass coupling and durable rubber washer.

PACKAGING—Each Car Washer head is individually wrapped in a protective polyethylene bag. Accompanied by colorful instruction folder.

made by O cedar

World's Leading Maker of Mops

O-Cedar Corp'n

2246 W. 49th St.—Chicago 9, Ill.

Subsidiary of American-Marietta Company